

# IDS09

For Immediate Release

## IDS09 FORECAST: INSPIRING INTERIORS

PHOTO SHOOT FEATURES CELEBRATED DESIGNERS

CUTTING-EDGE SWAROVSKI INSTALLATIONS ADD SPARKLE TO HOME DÉCOR

TORONTO, Canada – October 28, 2008 – An eclectic group of Canada's emerging and established design talents posed in their studios last week for The Interior Design Show 2009 (IDS09) campaign, "5 designers. 5 inspired spaces." To mark the launch of this year's theme, **INSPIRATION**, photographer Arash Moallemi captured the **5 distinct design teams** that will showcase their inspiration in the popular **Space Concepts** feature.

The 5 firms – from diverse design philosophies and disciplines – will invigorate and inspire guests with their uniquely crafted living spaces. Famed Toronto architect **Dee Dee Taylor Hannah** creates an indulgent space "in which people can relax, enjoy and celebrate life," while edgy newcomers **Clayton Budd** and **Callum Maclachlan** from **64th and Queen** infuse their "dynamic living space with a strong use of lighting and technology." Be sure to catch the ingenious living spaces from **Castor**, **Tomas Pearce Interior Design Consulting Inc.** and **Earth, Inc.** of HGTV's *Dirty Business*.

From timeless designs to avant-garde trends, **IDS09** offers a diverse range of styles and promises to satisfy all palettes, from upscale Rosedale sophisticates to quirky Queen West hipsters.

IDS09 is putting on the glitz with the introduction of its **Crystal Clear** feature, which is set to showcase stunning **new** installations of **Swarovski crystals** from six innovative Canadian designers, including industrial designers **Brothers Dressler**; interior designers, **Full Scale + Partners**, **Munge Leung** and **Powell & Bonnell**; and architects **Ralph Giannone** and **Jacques Bilodeau**.

The **Collaborations** feature puts four teams of industry A-listers to the ultimate design challenge: to create **sustainable structures using a single material**. This year's architects will embrace **green building** using both prefabricated and recycled materials, such as Corian, Jelinek cork and PaperStone.

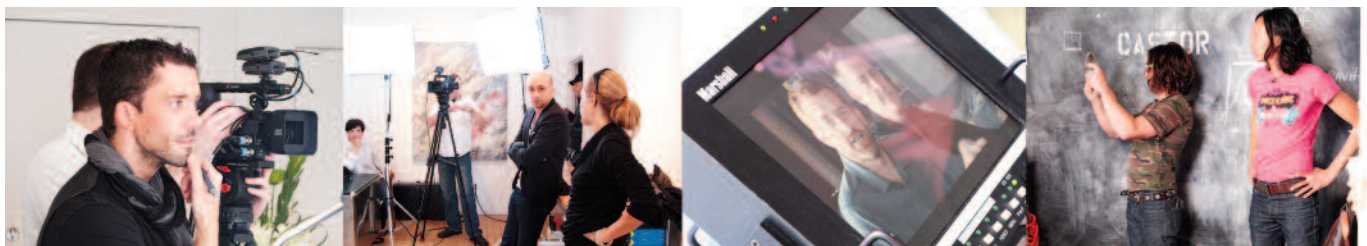
Since its inception, IDS has scouted out forerunners in Canadian and international design. This year's show will excite everyone from industry experts to design junkies looking for fresh motivation – a sentiment that is reflected in the show's slogan, **Trends, ideas and new products for everyone**.

IDS09 is expected to attract more than 50,000 attendees with this year's exciting line up of new exhibitors and design features. The show runs **February 5-8, 2009 at the Direct Energy Centre, Exhibition Place, Toronto**.

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